

SELLING points

June 2011 Vol. 11, No. 12

MONTHLY RETAILER NEWSLETTER

NEW Tickets
are in!

Got your
Powerball
ticket?

We just
sold a
\$1,000
winning
ticket!

Thanks
for
Playing!

Have you
played today?

Sam Kader
Dorchester Corner Inc.
North Charleston

Mikayla Kyzer
Circle K Stores
#5369
West Columbia

Mr. Shah
Stop N Shop
Lexington

Barbara & Kelly
Cobblestone
Creek
Fort Mill

**Rosemary
Retzer**
Plaza 66 Station
Travelers Rest

A ● S ● K ●
▲ F O R ▲ ▲
■ T ■ H ■ E
● S A L E ●

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

IN THIS ISSUE: Are you in the Club? Join Players' Club today!

Dear Lottery Retailers:

Did you know that June's birthstone is the pearl? Well, at the Lottery, you are more valuable than pearls. My first "pearl" of wisdom for you is that YOU are the key to making the relationship between the Education Lottery and its players a positive one.

This month's edition of *Selling Points* highlights the Players' Club. This website is an example of how the South Carolina Education Lottery (SCEL) informs and rewards our players by offering special promotions for its members. You, retailers, are also invited to join the Players' Club.

I thank you for the second "pearl" of wisdom which is "Asking for the Sale." When you invite your customers to purchase a lottery ticket, there are two positive outcomes. One is increasing commissions for your retail establishment, and the other is helping to increase educational funding for students of all ages in South Carolina.

"Asking for the Sale" has helped provide more than 920,000 scholarships and grants to South Carolina's students as well as over \$599 million for K-12 education! Every time you "Ask for the Sale," try to picture a student who has benefited from the lottery funding you have helped generate for the citizens of the Palmetto State. If you or any of your employees have family members benefitting from some form of lottery-funded scholarship, grant, or tuition assistance, we would love to hear from you. Please contact our Columbia office at 803-737-2696 to share your story.

Finally, the last "pearl" of wisdom is simple but true: What you do every day matters to the quality of life and the quality of education in South Carolina. Thank you!



Happy Summer!

Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)

Stolen/Missing Tickets: 1-866-269-5668

Intralot Help Desk: 1-877-500-5202

Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)

Licensing Information: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



Rita Patel and Mansukh Patel have turned Quik Mart into the area's "lucky" lottery store.

Randall Sent of Video City is known for providing fast and efficient lottery service.

Nick Patel and KK Patel of Circle B #1 know their lottery customers by name.

RETAILER SPOTLIGHT

QUIK MART, VIDEO CITY & CIRCLE B #1 Hartsville, SC

By Tommy Woodham, Midlands MSR

The top three lottery retailers in Hartsville all average more than \$20,000 in weekly sales. The three locations are situationally different, but similar in that they consistently provide a complete range of lottery products and offer exceptional customer service.

Quik Mart, an in-town convenience store with gas, offers 72 tickets for sale and provides an area for customers to scratch tickets after purchase. Knowing customers and making them aware of new games keeps instant tickets moving and makes selling winning tickets a

frequent event. Quik Mart is the proud seller of a \$1 million winning ticket. The location has been dubbed by many in the area to be a "lucky" store.

Video City, a video rental store, makes customer service its #1 priority. Video City's loyal, repeat customers are the foundation for its growing lottery business. Trained staff provide Pick 3 and Pick 4 customers with a smooth transaction every time. Players know they will be greeted with a smile and their ticket requests will be handled efficiently. For a retailer without gas, quality service is what keeps lottery players coming back to this location.

Circle B #1, a suburban retailer with gas, provides a full range of lottery products with 46 tickets available in addition to the online games offered.

Greeting customers by name leads to conversations with customers about the prior night's winning numbers or new games being offered. A convenience store with gas but located out of town, Circle B has its own challenges. The location is proof that "Asking for the Sale" and greeting customers can turn a country store into a lottery success story.

These three lottery retailers in Hartsville prove that "Asking for the Sale" with a smile works. All three go the extra mile to make customers happy and keep them satisfied. As was passed to me, I passed on to these three: "Sell more Tickets and Have More Fun."



Staff at **Mini Mart** in York sold a top prize winning Hot! Hot! Hot! instant ticket. The retailer was tickled to receive an oversized check for \$2,000 for selling the \$200,000 winning ticket!



Patricia "Pattycake" Anderson and Sally Taylor from **Piggly Wiggly #97** look pretty happy about selling a 3D Cash Cube ticket worth \$75,000! The **Columbia** location displayed the poster.



Owner Tyrone (right) and clerk Vincent (left) of **Shive Food Mart** in Jacksonboro strike a pose with their winning ticket poster. The store sold a \$10,000 10X the Money instant ticket.

ASK FOR THE SALE

By Holli Armstrong, Copywriter

ASKING FOR THE SALE will boost sales. A few of the retailers that do a great job asking for the sale are featured to the right. Ask your next customer: "Would you like to try a lottery ticket today?"

If you aren't comfortable asking for the sale, there are ways for you to ask without having to, well, ask. Rosemary Retzer, manager of the **Plaza 66 Station** in **Travelers Rest**, has found a method that works. Retzer and Sabrina used instant tickets to create an impressive display above the counter for customers to see when they walk up to make a purchase. A segment of the board is featured as the background on this issue's cover and to the right.

"When customers see the display, they say, 'Wow!' or 'I remember that one,'" said Retzer. "For us, asking for the sale is about being lottery friendly and making our customers feel like their purchase is important to us."

The following ASK FOR THE SALE tips have worked for other retailers and could work for you.



Sam Kader
Dorchester Corner Inc.
North Charleston

Mikayla Kyzer
Circle K Stores #5369
West Columbia

Mr. Shah
Stop N Shop
Lexington

Barbara & Kelly
Cobblestone Creek
Fort Mill

Rosemary Retzer
Plaza 66 Station
Travelers Rest

READ BETWEEN THE LINES

Garden Spot 5 in **Greenville** offers up this tip for asking for the sale: Run a "DON'T FORGET YOUR LOTTERY TICKET!!" message on your store's display and see what happens. It's super easy and it works.



FRIENDLY COMPETITION

Jiffy Mart in **Fairfax** posts its last winning Add-a-Play ticket and challenges customers to "beat this ticket." Special thanks to Hasmuk Patel and Pat Patel for offering up this tip to help you increase your lottery sales.



MAKE A NOTE

The manager of **Plez U Stores #10** in **Anderson** put this reminder for clerks on the lottery terminal: "WOULD YOU LIKE TO ADD A PLAY?" A simple tip to help you remember to ask for the sale.



MAKE 'EM ASK YOU

Kamlesh Patel of **Corner Stop 3** in **Gaffney** invited his customers to ask him about the new games from the Lottery. The oversized pieces say "ASK CASHIER" and are placed at the front counter to pique customers interest!



GET CREATIVE

Gate Petroleum in **Fort Mill** made its own sign alerting customers the ticket checker is available for them to use. A player can check his or her own tickets to see if they are winners!



HAVE A GOAL IN MIND

Store manager Mark Armstrong of **Gate Petroleum** in **Fort Mill** makes an effort every week to be a top seller for Powerball® and Mega Millions®. He reminds his customers of the jackpots and lets them know, "A ticket could win you millions!!"

Retailer Reminder

Make certain you give the player the REISSUED ticket when you cash a multi-draw online ticket with remaining draw dates. The reissued ticket is automatically dispensed when the original multi-draw ticket is cashed.

Keep security video equipment in working order. Maintain a camera angled on the lottery dispenser and terminal at all times.

Jeep® Second-Chance PROMOTION DEADLINE

1st Jeep® Second-Chance Promotion Drawing:

Entry deadline: Friday, July 1, 2011

Drawing date: Friday, July 8, 2011

Holiday CLOSINGS

JULY:

Monday, July 4, 2011: SCEL offices will be closed to observe the July Fourth Holiday. Retailers will NOT be able to order tickets. Remember to order early! Our delivery partners will be closed on Monday, July 4, 2011. Tickets must be ordered by 5:00 p.m. on Thursday, June 30, 2011, for delivery on Friday, July 1, 2011. Tickets ordered by 5:00 p.m. on Friday, July 1, 2011, will be delivered on Tuesday, July 5, 2011. Drawings will be held as scheduled.



YOU'RE
INVITED
TO JOIN
THE CLUB!



Are YOU a member of Players' Club? Players' Club is the online webpage you can access via SCEL's website, SCEducationLottery.com. You must be 18 to join. All you have to do is register your name, mailing and email addresses, phone number and verify you are 18 or older by providing your birthdate.

How MUCH email will you receive? Approximately once a month, SCEL sends an email to Players' Club members giving information on any second-chance promotions being held and a preview of instant tickets about to launch. For example, prior to the launch of the Harley-Davidson® ticket in 2009, Players' Club members were asked which Harley-Davidson® model out of four options they would like to see as the Grand Prize. Players' Club members voted, and the model that received the most votes was the model used in the game.

What's in it for YOU? Players' Club Prize Drawings are held several times a year and are separate from second-chance drawings as they are only for Players' Club members. The Players' Club website provides details on how to enter any current prize drawing. For example, drawings have been held for USC and Clemson autographed footballs, race tickets to Darlington, prize packs and camping gear. The website may also provide "hints" for other promotions, as occurred during the recent "Watch to Win Promotion" sponsored by Powerball® when Players' Club members could access the "secret word" broadcast during the Powerball® drawings.

ASK FOR THE SALE JEEP® INSTANT TICKET IS ON SALE NOW

How are your Jeep® ticket sales? If your answer is anything other than "great," you will want to keep reading.

The Jeep® ticket isn't a tough sell. Why? For starters, players could win a tough vehicle, and you can point to the ticket to show them exactly what it looks like. For \$5, players could win up to \$100,000! And, here's the best part: If your player doesn't win on the ticket, encourage the player to enter the non-winning ticket online or by mail for a chance to win a Jeep® Wrangler Unlimited Rubicon Vehicle or a Jeep® prize pack. The final, grand prize drawing will award \$100,000!

Let your lottery customers know the advantages of playing the Jeep® instant ticket. You might even attach a "NEW" player. Don't be afraid to "Ask for the Sale" on this one as players will be interested in what you have to say. You have nothing to lose. Promoting the Jeep® ticket could earn you a chance to win a \$100 gift card.

Next month's issue of *Selling Points* will have details on how you can qualify to win in the Mystery Shopper Retailer Incentive Program.



WINNERS' board



\$1,200

Palmetto Cash 5



Barbara Allen-Rembert

Purchased from
Rabon's Sav-On-Dalzell

\$700

Double Lucky 7's



Randall Newsome-Langley

Purchased from Ye Olde
Grocery-Beech Island

\$600

Palmetto Cash 5



Kathy Jones-Conway

Purchased from Sunhouse
Petroleum #2-Conway

\$5,000

Pick 4



Caleb Brown-Beaufort

Purchased from
The Corner Store-Beaufort

\$5,200

Pick 4



Dorothy Dietrich-Conway

Purchased from Murphy
Express #8573-Conway

\$5,000

Pick 4



Paul Wheeler-Sumter

Purchased from Youngs
Food Stores #646-Sumter

\$1,000

Big Winner



Marsha Pursley-Clover

Purchased from
Corner Store-Rock Hill

\$1,000

What's Your
Number?



William Ware-Greenville

Purchased from The Spinx
Company Inc. #114-Greenville

UPCOMING games

The following games are scheduled to launch Tuesday, June 14, 2011:



Launch dates and tickets are subject to change as necessary.

Artwork shown is not necessarily representative of final product and is subject to change.

TICKET alerts*

Wednesday, June 1, 2011: Last day to sell What's Your Number? (#412).

Friday, June 3, 2011: Last day to return Bonus Word Crossword (#420) and Green and Gold (#425).

Tuesday, June 7, 2011: Last day to redeem Money Talks (#405) and Big Winner (#428).

Wednesday, June 8, 2011: Last day to sell Lucky WOOOOO!™ (#446).

Tuesday, June 14, 2011: Last day to redeem Weekly Bonus (#313), Triple Win (#391) and Fast Cash (#396).

Wednesday, June 15, 2011: Last day to sell Bank Vault (#423).

Friday, June 17, 2011: Last day to return Double Lucky 7's (#443).

Tuesday, June 21, 2011: Last day to redeem Cash Frenzy (#407).

Friday, June 24, 2011: Last day to return Jeweled 7's (#451).

Wednesday, June 29, 2011: Last day to sell Stacks of Cash (#449).

ENDING games*

Please start selling down the following:

SC-412 What's Your Number?

Last day to sell:

Wednesday, June 1, 2011

Last day to return:

Friday, July 1, 2011

Last day to redeem:

Tuesday, August 30, 2011

SC-446 Lucky WOOOOO!™

Last day to sell:

Wednesday, June 8, 2011

Last day to return:

Friday, July 8, 2011

Last day to redeem:

Tuesday, September 6, 2011

SC-423 Bank Vault

Last day to sell:

Wednesday, June 15, 2011

Last day to return:

Friday, July 15, 2011

Last day to redeem:

Tuesday, September 13, 2011

SC-449 Stacks of Cash

Last day to sell:

Wednesday, June 29, 2011

Last day to return:

Friday, July 29, 2011

Last day to redeem:

Tuesday, September 27, 2011

* Watch for UPDATES to ending dates that are sent via your lottery terminal.

Ending game dates are current as of Thursday, April 28, 2011.